

MEDIANE

Media in Europe for Diversity Inclusiveness



2013 – 2014

Presentation

A joint European Union
Council of Europe
initiative for an inclusive
intercultural approach to
media production

Funded
by the European Union
and the Council of Europe



EUROPEAN UNION

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

Implemented
by the Council of Europe

BACKGROUND

At present, various groups and persons are not represented in the media landscape in a balanced way. In fact, some communities and persons remain invisible in printed press, on screen, on air and online; even worse, when they are covered they are confronted with preconceived roles and consigned to limited areas of representation and expression. Different initiatives have been carried out in Europe to promote diversity among media staff as well as in terms of content. Most contributed to the raise of new and diverse media approaches. But few initiatives have been analysed in terms of impact on production methods and media content. In the continuity of previous actions, and in particular the joint European Union (EU)/Council of Europe (CoE) MARS programme, MEDIANE will undertake this challenge through exchanges of professional practices. In this sense, MEDIANE offers media professionals to work concretely on their proper practices as well as to analyse and adapt their working methods in order to improve media inclusiveness of diversity and non-discrimination principles.

OBJECTIVE

MEDIANE's global **objective** is to advocate and stimulate inclusive and intercultural approaches of media content design and production that could be applied to any kind of media.

EUROPEAN EXCHANGES OF MEDIA PRACTICES

MEDIANE encourages media professionals, journalism and media training schools, editorial and management staff, members of a journalist union or regulatory bodies, etc. to take part in one of the 160 **European Exchanges of Media Practices (EEMPs)** and to enlarge their ability to include diversity and non-discrimination in the design and production of media content. Each exchange period lasts 5 days (5 days as guest / 5 days as host). During their exchange, participants will have to produce a joint output (media report, journalism training tool, case study) and to share professional practices allowing production of inclusive media content.

MEDIANE provides EEMPs participants with a pre-paid travel ticket and a fixed lump-sum grant of €500 to cover living expenses during the exchanges. At the end of the exchange process, EEMPs' participants will be asked to give feedback on their exchange and thus to contribute to the development of the Media Index for Diversity Inclusiveness.

EUROPEAN & THEMATIC ENCOUNTERS

With the organisation of **3 European and 7 Thematic Encounters**, MEDIANE encourages media professionals to analyse existing or to develop new tools for including diversity and non-discrimination in their daily work. The Thematic Encounters will be organised in the areas of media production, media training and journalism practice while European Encounters will give participants the opportunity to exchange on a European level and contribute to the development of guidelines and recommendations for inclusive and diverse journalism and to the building of the Media Index on Diversity Inclusiveness.

3 European Encounters

From Covering Diversity to Including Diversity - June 2013, Cyprus

Presenting the MEDIANE Self-Monitoring-and-Action-Support-Tool on Media Diversity Inclusiveness - March 2014, Portugal

Promoting the Media Index on Diversity Inclusiveness - September 2014, Romania

7 Thematic Encounters

Towards an inclusive approach in media content design and production - September 2013, Spain / September 2013, The Netherlands / May 2014, Croatia

Diversity Inclusiveness in Journalism & Media Training & Literacy - October 2013, Italy / April 2014, Scotland/United Kingdom

Journalism Practice & Diversity Inclusiveness - October 2013, Greece / April 2014, Germany

The **Media Index** will aim at supporting media efforts to include diversity as an on-going angle of media coverage. This Index is conceived as:

- a self-monitoring tool, for the media and their staff members, on diversity inclusiveness in their professional practices,
- a decision-making tool on diversity inclusiveness in media content design and production.

The Media Index aims at covering the main stages of the media content design and production process. It is inspired by the principles of the already existing Intercultural Cities Index of the Council of Europe.

CMFE – Community Media Forum Europe

Founded in 2004, CMFE links various members of the Third Media Sector at the European level. The “Third Media Sector” is made up of not-for-profit media serving a local community and has as such a clearly distinct identity alongside the national public service sector and private commercial media. The CMFE is a common platform for networks, national federations and projects active within this sector.

CMFE

COMMUNITY MEDIA FORUM EUROPE

EFJ - The European Federation of Journalists

As the regional organisation of the International Federation of Journalists, EFJ has been within the framework of the IFJ Constitution to represent the interests of journalists' unions and their members. The EFJ links about 260.000 journalists in over thirty European countries. The EFJ supports its affiliates to foster trade unions, to recruit new members and to maintain or create environments in which quality, journalistic independence, pluralism, public service values and decent work in the media exist.



EJTA – The European Journalism Training Association

Grouping 55 Journalism centres, schools and universities from 23 countries across Europe, EJTA aims at improving journalism education in Europe, enabling members to collaborate on exchanges and teaching and research projects, and meeting regularly to exchange ideas and information. The association organises conferences and seminars to encourage discussions about journalism and journalism training and stimulates long and medium term exchanges within students' and/or lecturers' communities.

ejta European Journalism Training Association

Media Animation

Conceived as a media education resource centre and lifelong learning organization for the Brussels Wallonia Federation, Media Animation is recognized and subsidized by the Ministry of Education and Ministry of Culture. Media Animation coordinates and participates in different EC funded projects in the fields of media literacy, cultural diversity, citizenship and non-discrimination. Media Animation facilitates a European network for media literacy - www.euromedialiteracy.eu



MEDIA & DIVERSITY INCLUSIVENESS – WHAT IS THE PROBLEM?

Today, in Europe, too many people are not very visible; in fact some remain invisible, on screen!

Even worse, when these same groups appear in the media, they are confined to very specific roles and consigned to limited topics. Thus, as different groups are barely visible, they are being denied their voice in the democratic debate!

This is why the joint European Union (EU)/Council of Europe (CoE) MEDIANE – *Media in Europe for Diversity Inclusiveness* - programme has chosen to focus on the media's abilities and capacities to include diversities of today's European societies in the production process as well as in the design of media content, in particular of news that contributes to inform the public opinion.

Building upon various recommendations of the CoE bodies on media pluralism and diversity expression, the achievements of the 2008-2010 antidiscrimination campaign and its joint EU/CoE programme MARS – *Media Against Racism in Sport*, MEDIANE aims at considering diversity and non-discrimination as on-going angles of media coverage. Through this approach, MEDIANE wants to encourage truly inclusive modes of media content design and production.

To do so, MEDIANE offers the media and their professionals (journalism students and trainers, journalists, media managers, etc.) the opportunity of committing themselves to sharing professional practices, either during European or thematic encounters or on one-to-one basis, through European Exchanges MEDIANE activity. Beyond this sharing of experiences, these professionals will be invited to build a Media Index on diversity inclusiveness. This index shall be a tool, for the media and media professionals, to monitor their capacities to include diversity in the design and production of media content. It is also intended to serve as a decision making tool in favour of truly inclusive and intercultural modes of media content design and production.

Through the sources they use, the subjects they select and the treatment they choose, the media influence the agenda (what to think about) and public perception (how to think) of contemporary debates. This is why the Council of Europe considers truly inclusive information - where people can participate as witnesses, players, producers etc. – as crucial for democratic participation and social cohesion.

Some key figures about the problem!

In Europe, only a quarter of news items feature women, even though they account for over half of the European population (GMMP, 2010)

Immigrants represent around 10% of the EU population (*Eurostat, 2011*); they appear for less than 5% of the main actors in the news (*Ter Wal, 2004*)

Lesbian, Gay, Bisexual and Transgender (LGBT) people account for roughly 6% of the population of the United Kingdom but are represented as less than 1% on screen

Still in the UK, 20% of the population is disabled, but they are less than 1% to be represented on British TV (*CDN 2009-10 Progress Report*)

In Belgium (CSA, 2012), persons with disabilities still appear in secondary roles and only as subjects in relation to disability

Still in Belgium, women and ethnic minorities appear mostly in secondary roles or as extras in the information (CSA 2012, AJPB 2011), rarely as an expert or a spokesperson

In France (CSA, 2008), while ethnic minorities account for 19% of actors in all TV news, they are represented more heavily in sports and music stories, than in political, social and economic news: more than a third, compared with less than 10%.

In Europe generally (Ter Wal, 2004), these minorities appear less than 5% in political coverage, with women (GMMP 2010) account for less than 5% of actors in the economic or scientific news

... Something to add?